



Selfie
WITH A SOLDIER

Veteran's Day - School Challenge

We **challenge your school** to get engaged and show your gratitude. Veteran's Day is approaching and on November 11, we as a nation will celebrate all military men and woman who have served our country.

We **challenge your school** to celebrate those who are currently serving and those who have served. The "Selfie With a Soldier Challenge" campaign (www.selfiewithasoldier.com), is much more than just an awareness campaign, it is an opportunity. An opportunity for your students, teachers and faculty to engage and share their gratitude.

"Selfie With A Soldier School Challenge":

The "selfie" concept has provided a new way for people to show "where they are", "who they are with", "what they are doing", etc. We thought what if we used this thought process to say "look at who I am with." However this time it is not a celebrity but our Veterans and Soldiers (and Airmen, Guardsmen, Marines, Sailors). The real heroes of our nation, the men and women who protect our country,

What "rank" can your school achieve?

We want to create real engagement. The more engaged your school is the higher your rank will be. How high of a rank can your school achieve: 1- Star, 2 - Star, 3 - Star, 4 - Star or 5 Star?

SelfieWithASoldier.com



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Veteran's Day - School Challenge Ranks

1 - Star Status Checklist

- Identify the number of Military/Veteran service men and woman who work in your school (teachers, faculty etc.)
- Ask those men and woman to stand together and take a picture or selfie and post the image to your social media sites using #selfiewithasoldier or @selfiewithasoldier.
- Upload the image to our site at www.selfiewithasoldier.com
- Challenge another school to take the "Selfie With A Soldier Challenge"

2 - Star Status Checklist

- Complete 1 Star Checklist
- Identify the branches served by the Veterans in your school and provide them with the sign to post on their door or office: Proud Veteran Airman, Proud Veteran Guardsmen, Proud Veteran Marine, Proud Veteran Sailor or Proud Veteran Soldier.

(Note: Signs can be downloaded at www.selfiewithasoldier.com, then click "Selfie Challenge")

3 - Star Status Checklist

- Complete 1 & 2 Star Checklists
- Create a project, or campaign for your students to celebrate Veterans Day. Take a picture of the projects or campaigns and upload the picture to our website. Please be sure that if any person is in the picture you have approval to post their picture.

4 - Star Status Checklist

- Complete 1, 2 & 3 Star Checklists
- Invite your civilian teachers and faculty to take a "Selfie" with a Veteran identified in checklist 2. Post 10 civilian "selfie with a soldier" or Airmen, Guardsman, Marine or Sailor to your social media sites using #selfiewithasoldier or @selfiewithasoldier.

5 - Star Status Checklist

- Complete 1, 2, 3 & 4 Star Checklists
- During your Veterans Day celebration, take a selfie with your student population and post it to your social media sites or upload it to our website. Email us a link to your Facebook page at info@selfiewithasoldier.com so we can celebrate your "Rank" and status on our website.

Veteran's Day

School Challenge Communications

Find the Veterans in your school.:

"Dear Team,

If you have served in the Military please send us the branch you served in and the number of years you served. We thank you for your service and want to be sure we recognize your service during our Veterans Day celebration.

We accepted the Selfie with a Soldier Challenge:

"Dear Team,

We accepted the "Selfie with a Soldier" challenge. The mission is to create awareness, show our gratitude for every branch in our military and for our veterans who have served. Our challenge is to achieve the highest "rank" possible. The ranking system is attached. Our goal is to achieve the 5-Star rank. We can do it with your support and in doing so truly honor the Veterans who have served and are part of this school.

Help spread the word:

"Dear Team,

We accepted the "Selfie with a Soldier" challenge. The mission is to create awareness, show our gratitude for every branch in our military and for our veterans who have served. Our challenge is to achieve the highest "rank" possible. In order to achieve the 5 Star Rank, we need to complete the items on the checklist attached. We want to demonstrate the support our school has for our Veterans. Please go to our Facebook page and like this post, our goal is to reach 100 Likes.

Challenge another company:

"Dear XYZ school,

We challenge "XYZ school" to take the "Selfie with a Soldier Challenge". The mission is to create awareness, show your gratitude for every branch in our military and for our veterans who have served. Our challenge to you is to achieve the highest "rank" possible. Our goal is to become a 5-Star school!

Contact us with questions info@selfiewithasoldier.com if you have any questions.